

**HIGHLAND MAIN STREET MEETING**  
**Highland Town Hall- Highland, Indiana 46322**  
**March 5, 2020 MINUTES**

**Call to Order**

At 6:31 PM, the Highland Main Street (HMS) meeting was called to order by President Dawn Diamantopoulos at Highland Town Hall, 3333 Ridge Road in Highland, Indiana.

**Roll Call:**

The following were present: Board Members Dawn Diamantopoulos, Lola McKay, Julie Larson, Teri Yovkovich, Mary Wells, Kellie Shelton, Kali Rasala, Redevelopment Director Kathy DeGuilio-Fox, Town Council Liaison Roger Sheeman and Redevelopment Assistant Lance Ryskamp. Board Members Emily Foreit, Marie Russo, Aubrey Velasquez, Renee Reinhart, and Mary Ellis were absent. Also present was Michael Blejski, Jacqui Herrera and Valerie Riley, from Michael's Resale who was invited by Board member Kellie Shelton.

**Minutes:**

Michael Blejski noted that a correction was needed in the February minutes to reflect that the Community Garden committee was going to create two, not one, additional beds. Teri Yovkovich made a motion, seconded by Kali Rasala, to approve minutes from February 6, 2020 meeting, with this correction. The motion passed on a voice vote 7-0.

**Election of Highland Main Street Bureau Vice President**

Dawn Diamantopoulos advised the Board that with the departure of Vice President Doug Van Ramshorst from Highland Main Street, an election for a new Vice President was needed. Mary Wells was nominated for the position. No other nominations were proposed.

Prior to a formal vote, Mary Wells initiated a discussion indicating her concern that the events of the February 6<sup>th</sup> meeting had led to a public discussion concerning former HMS Vice President Doug Van Ramshorst at a Town Council meeting. A lengthy discussion ensued between Board members, volunteers, Redevelopment Director DeGuilio-Fox and Town Council Liaison Sheeman as to what transpired at the February 6<sup>th</sup> meeting, how it was interpreted by those present and how the matter came to be before the Town Council.

At the end of the discussion, Lola McKay made a motion, seconded by Julie Larson, to elect Mary Wells as Vice President for the remainder of 2020. The motion was approved unanimously by a voice vote 7-0.

**Community Garden Committee**

Michael Blejski said that a meeting was held with Purdue Extension. He said the dates set by the committee for prep work on the garden, included pre-frost work on April 11<sup>th</sup> and post-frost work on May 2<sup>nd</sup>. The committee also wanted to hold a pre-Mother's Day event on May 9<sup>th</sup>. A discussion ensued about event details, including having a sign-up sheet for the event at the Highland Library and availability of flower pots at Michael's Resale.

**Events Committee**

**Car Cruise**

The Redevelopment Assistant provided to the Board the first Income/ Expense report for the 2020 Car Cruise to date. He advised that the cost of all of the traditional, known expenses for the event have been identified and were included in the report. A discussion ensued concerning how Board members could assist with the event. The Redevelopment Commission Assistant said that Main Street traditionally has a tent at the event if members want to assist in manning it, but the biggest assistance would be helping

pass out flyers when they become available and sharing social media posts about the event. He said he would send all of the Board members the Facebook Event page links for the Car Cruise, Last Call For Summer and Makers' Market.

### **Last Call For Summer**

The Board reviewed the draft sponsorship application drafted by the Redevelopment Commission Assistant, which included the addition of a new "Presenting Sponsor" sponsorship level. A discussion ensued as whether to set the sponsorship at \$750 or \$1000, and at the conclusion of the discussion, the consensus of the Board was for it to be \$750. The Redevelopment Assistant said the final draft would be put together and sent out to prospective sponsors.

A discussion ensued on the possibility of purchasing a banner that could be used at not only this event but the Car Cruise as well, to clearly identify the events' Presenting Sponsors. Councilman Sheeman said that he hoped more downtown businesses could be sponsors for the events. He also discussed possible funding sources, such as funds offered to the Town from Canadian National Railroad, to assist Main Street, the Council of Community Events and downtown lighting.

The Board discussed event entertainment and the consensus was to have Board members provide each other, via email, links to possible bands to consider, as well as approach those performers they knew to find out their availability and stipend for performing at the event. Mary Wells suggested that entertainment-wise, perhaps the first hour could be a child friendly band, which along with the kid's craft tent, would enhance the family nature of the event.

Board member Kali Rasala left the meeting.

The Board also reviewed the draft specs for the Beer Garden vendor and a first draft site plan, both of which were the same as in 2019. The consensus was to proceed with the items as presented.

### **Makers' Market**

The Redevelopment Assistant reported that the vendor applications have begun to be sent out and that there has been interest already expressed about participating. The Board discussed vendor qualifications for the event and whether to consider possibly having a General Merchandise category at a higher booth fee.

### **Art Committee**

Director DeGuilio-Fox said that with a grant received as part of the downtown project to improve the parking lot on the southwest corner of Highway and Kennedy, new interpretive signage will be added. That signage will have a map for the proposed art walk. She also stated that the town can work with the marketing consultant currently under contract with the Redevelopment Commission to help with an overall downtown brochure.

A discussion ensued concerning looking at the possibility of placing a sealant on all of the downtown murals in order to protect them from further wear and tear. The Art Committee will investigate what type of sealant is needed and what the estimated cost would be for the project. After that research is completed a funding source, such as a grant, would need to be identified in order to proceed.

### **Downtown Promotions Committee**

Councilman Sheeman showed the Board a mock-up of street art project that he had proposed at the February meeting. The project, which originated in Germany several years ago, involved the creation and placement of sets of eyeballs fixed in various locations. A discussion ensued as to whether or not Styrofoam would be the best for outdoor use, what type of adhesive would work best and whether there might be any environmentally-friendly options that could be looked at.

**Design/ Aesthetics & Historic Preservation Committee**

No report.

**Discussion**

None

**Adjournment**

With no further business, made a motion, seconded by Lola McKay, to adjourn. It passed on a voice vote. The meeting was adjourned at 8:18 PM.